

INTERNATIONAL BUYER PROGRAM ANNOUNCEMENT
2012 AMI INTERNATIONAL MEAT, POULTRY & SEAFOOD INDUSTRY
CONVENTION AND EXPOSITION, FMI2012, UNITED FRESH 2012, AND
2012 U.S. FOOD SHOWCASE (NASDA)

The Dallas Convention Center: Dallas, Texas

May 1-3, 2012

www.ami-fmi-ufpa-nasda-2012.com

1. Event Description

A. General Description: The co-located 2012 AMI International Meat, Poultry & Seafood Industry Convention and Exposition, FMI2012, United Fresh 2012, and the 2012 US Food Showcase will offer expansive exhibits that fill the entire Dallas Convention Center. One badge provides access to all of the exhibits, covering all aspects of food processing, manufacturing, and sales. The **2012 AMI International Meat, Poultry & Seafood Industry Convention and Exposition** is one of the largest meat, poultry and seafood processing, and packing equipment events in the world. **FMI2012, featuring the 2012 U.S. Food Showcase**, is the most comprehensive supermarket industry convention and exposition where the world's top retailers and wholesalers come together to learn the latest and keep their business on the cutting edge. **United Fresh 2012** is the only produce event that caters to produce industry executives and offers exhibitors distinct selling areas on the show floor to maximize sales to qualified attendees. The combined 2011 shows featured over 1,145 exhibitors across more than 336,000 net square feet of exhibit space with thousands of international attendees representing 150 countries. For more information on the show, please visit the event's website: www.ami-fmi-ufpa-nasda-2012.com.

B. Benefits to Delegation Members

IBP delegates will received the following benefits:

- \$100 discount off any registration or registration package.
- Complimentary International Reception hosted by FMI will be held Tuesday, May 1, 2012 from 5:00-6:00pm. More details will be forthcoming at a later date.
- Complimentary shuttle service will be provided between the convention hotels and the convention center.
- Complimentary internet access and a lounge area with refreshments will be offered in the International Business Center (IBC).
- Complimentary meeting rooms will be available for IBP delegates and exhibitors.

C. Product Categories

2012 AMI International Meat, Poultry & Seafood Industry Convention and Exposition:

The primary categories of product on display include food processing equipment, packinghouse equipment, casings, sanitation equipment, cutting and boning devices, slaughtering equipment, blending and batching equipment, controls and instrumentation, cookers and kettles, filling and

packaging equipment, materials handling equipment, transportation equipment, refrigeration and freezing equipment, and waste treatment systems.

FMI 2012: The primary categories of products on display at the FMI include food products, beverages, business services/supplies, e-commerce services, electronic payment and processing systems, health and beauty products, household cleaning products, in-store equipment and supplies, in-store food preparation equipment, in-store systems, merchandising, business to consumer services, store furnishing and design products and services, and supply chain services.

2012 U.S. Food Showcase : The primary categories of product on display include consumer oriented packaged food products including: baby, bakery, baking mixes, alcoholic beverages, non-alcoholic beverages, confections, cheese, meat, poultry, seafood, pasta and pasta sauces, sauces, frozen foods, snack foods, spices, soups and bases, health, and natural foods.

United Fresh 2012: The primary categories of product on display at the United Fresh include agricultural chemicals, analysis/testing services, business/communications systems, environmental services, facility engineering and construction, farming/growing equipment and supplies, financial services, fruit, other commodities, packages, packaging materials and containers, packing equipment, perishable non-produce, processing equipment, safety, sanitation supplies and equipment, spoilage reduction systems, temperature/atmospheric control, transportation equipment, transportation services, vegetables, and warehouse/distribution services and equipment.

E. Technical Conferences

2012 AMI International Meat, Poultry & Seafood Industry Convention and Exposition:

Attend AMI Expo for the essential education needed to perform in today's unpredictable marketplace and achieve success in the meat and poultry industry. Benefit from the presenters' in-depth approach to operations management, continuous improvements, supplier relationships, quality control, food safety and more. Industry leaders will present practical tools designed for immediate application in the meat and poultry business. AMI Expo education is designed to expand delegates' knowledge base with high-quality education and advanced skills that are critical for innovation and business success.

FMI 2012/2012 U.S. Food Showcase: First-rate speakers in workshops and general business sessions will present strategic and tactical solutions to retailers, wholesalers and suppliers to foster growth and profitability in today's challenging and highly competitive marketplace. Whether you are a store manager, category manager, senior executive, independent operator or supplier, FMI offers ideas and solutions to companies to better understand their customers. FMI 2012 will offer a wide range of speakers and topics on core opportunities facing our business, all focused on capturing the attention and food dollars of today's changing consumer. Participants will also gain the latest in food industry trends and business practices as reported in FMI's annual industry trends research reports. Join us for a unique opportunity to learn from peers and experts on how to connect with customers and collaborate with trading partners to enhance business endeavors.

United Fresh 2012: United Fresh 2012 is the must-attend event for companies looking to create new opportunities and expand their businesses in the fresh produce industry. The 2012 convention has been programmed to offer customized educational opportunities for each segment of the fresh produce industry - Grower-Shipper, Wholesaler-Distributor, Fresh-Cut Processor, and Retail-Foodservice. From inspirational general sessions to targeted education on and off the trade show floor, United Fresh 2012 will deliver real value to all sectors of the industry. In addition, attendees can take advantage of United's exclusive Food Safety Pavilion and Traceability & Logistics Pavilion to learn about the latest technologies and emerging solutions for today's critical challenges.

A complete listing of technical sessions and conferences will be posted on the individual show websites found on the event landing page: www.ami-fmi-ufpa-nasda-2012.com.

F. Target Attendees

Brokers, convenience stores, discount stores, distributors, ethnic markets, food importers/exporters, international retailers, foodservice operators, fresh-cut processors, gourmet shops, government/academic, independent operators, military outlets, multi-store regionals, pharmacies, retail chains, wholesalers, grower/shipper, meat, poultry and seafood packers, and processors.

3. Event Contacts

A. Show Organizer

Ms. Rosie Levine
American Meat Institute
1150 Connecticut Avenue, NW, 12th Floor
Washington, DC 20036
Tel: 202-587-4242
Fax: 202-587-4300
Email: rlevine@meatami.com
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B. International Buyer Program Project Officer

Ms. Philippa Olsen
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Washington, DC 20004
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Fax: 202-482-7800
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4. Event Promotion.

Website: For up-to-date show information, you are encouraged to visit the 2012 AMI International Meat, Poultry & Seafood Industry Convention and Exposition, FMI2012, United Fresh 2012, and the 2012 Food Showcase website at <http://www.ami-fmi-ufpa-nasda-2012.com>

5. Onsite Facilities

A. The International Business Center will provide:

- Private conference rooms
- Interpreters for language assistance
- An international lounge
- Refreshments
- Export counseling
- Visitor list (for on-site matchmaking)
- Computerized product locators

International Business Center*:

Tuesday, May 1, 2012	6:30 AM – 5:00 PM
Wednesday, May 2, 2012	7:30 AM – 5:00 PM
Thursday, May 3, 2012	7:30 AM – 2:00 PM

*preliminary hours

B. Hours for the show

Education Hours:

Monday, April 30, 2012:	8:00 AM – 5:30 PM
Tuesday, May 1, 2012:	8:00 AM – 12:00 PM
Wednesday, May 2, 2012:	8:00 AM – 12:00 PM
Thursday, May 3, 2012:	8:00 AM - 10:00 AM (General Session)

Registration (including international)*:

Sunday, April 29, 2012	12:00 PM – 5:00 PM
Monday, April 30, 2012	7:30 AM – 5:00 PM
Tuesday, May 1, 2012	6:30 AM – 5:00 PM
Wednesday, May 2, 2012	7:30 AM – 5:00 PM
Thursday, May 3, 2012	7:30 AM– 2:00 PM

*preliminary hours

Registration and badge pickup will take place at all registration areas. Individuals who are part of an official IBP Delegation will receive a \$100 discount on registration or any registration package. Additional fee-based items, such as attending conferences, may be paid onsite upon delegate arrival or any time prior to the event, subject to availability. Master Card, Visa and American Express credit cards are welcome.

Exhibit Hall Hours:

Tuesday, May 1, 2012:	12:00 PM – 5:00 PM
Wednesday, May 2, 2012:	12:00 PM – 6:00 PM

Thursday, May 3, 2012: 10:00 AM – 2:00 PM

- C. International Reception:** An International Reception hosted by FMI, will be held Tuesday, May 1, 2012 from **5:00 PM -6:00 PM** and will be complimentary to all international attendees. More details to be provided at a later date.
- D. Showtime/Matchmaking Services:** The show organizers will create an Export Interest Directory, which will list all exhibitors who have indicated an interest in meeting with international attendees from specific regions and/or countries a listing of U.S. Exhibitors that have expressed an interest in exporting will be available prior to the show by email and at the show.